Policy on pre and exit polls

2284. SHRI KULDIP NAYYAR:
SHRI JANESHWAR MISHRA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the policy of Government on pre and exit polls; and

(b) whether Government are of the view that they unnecessarily influence the voters?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Exit polls are a regular feature in democratic countries like the UK and the USA. These are being held regularly and publicised. In India, Doordarshan like many other private satellite channels has also been telecasting exit polls. Election Commission of India had earlier laid down guidelines for publication and dissemination of results of opinion polls/exit polls in January, 1998 during General Elections to Lok Sabha and certain Legislative Assemblies in 1998-99. However, these guidelines were withdrawn by Election Commission of India in September, 1999.

Licences for cable operators

2285. DR. C. NARAYANA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have introduced the system of licences for cable T.V. operators;

(b) if so, the minimum qualifications required for that; and

(c) if not, whether Government would consider the desirability of introducing licence system for cable T.V. operators?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) No, Sir. Presently, the cable television networks are required to get themselves registered with the concerned Head Post Offices in

terms of Section 3 of the Cable Television Networks (Regulation) Act, 1995.

(b) Does not arise.

(c) Government has introduced Communication Convergence Bill, 2001 in Parliament on 31.8.2001, for the establishment of an autonomous Commission to regulate carriage of all forms of communications including cable.

Growth in advertisement industry

†2286. SHRI RAJIV RANJAN SINGH 'LALAN':

SHRI RAM JETHMALANI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that advertisement industry has registered massive growth during the last few years;

(b) if so, its annual growth rate during the years 1999-2000, 2000-2001 and the last nine months of the year 2001-2002; and

(c) the total amount of business transacted by the advertisement industry during the said years, year-wise?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) This information is not maintained by this Ministry. However, an extract from a recent report of the Economic Times on the Entertainment Sector showing total ad spend since 1990 and projection upto 2005 is annexed as Statement. [Refer to the Statement appended to the answer to Unstarred Question No. 2281]

†Original notice of the question was received in Hindi.